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# ***Indiana Heritage and Culture Council***

## **INDIANA HERITAGE AND CULTURE COUNCIL REQUEST FOR PROPOSAL**

The Indiana Heritage and Culture Council is seeking to undertake research that would measure the economic and social impact of Indiana's arts, heritage and culture resources. This will be the first time such a project has been undertaken in the State, and is expected to be utilized as a springboard for continued growth and strengthening of these resources. We expect to use this research to provide information to policy-makers, influencers, and business, culture, heritage and arts leaders as well as the citizens of Indiana as a whole as we look for ways to stimulate the growth of these resources within our state. In tandem with this research, the Council is seeking to conduct a facilitated planning process that would complement the research as an essential mechanism for community- and resource-building.

The Council is a thirty-member body, created by Executive Order of Indiana Governor Frank O'Bannon, whose members are appointed by the Governor to represent state agencies and key non-profit statewide organizations concerned with heritage and culture resources.

The study is being commissioned as a next step in an on-going process of development. Such a study was recommended in a report by the Council's Collaborative Plan Committee, submitted to Governor O'Bannon in December 2002. Copies of the report are available upon request. The report can also be found in a PDF format on the Council's Web site at [www.in.gov/heritage](http://www.in.gov/heritage).

This is a request for proposal for this research and planning project. If you choose to submit a proposal, please submit your proposal no later than Tuesday, May 27, 2003.

### **Background:**

A survey of literature from the past ten years by the Council's Collaborative Plan Committee indicates that it is rare to find any statewide research study with as broad a focus as is being proposed by the Council. A literature review through indexes such as ***Art Index***, ***Humanities Index***, ***WorldCat***, ***MasterFile Premier***, ***Academic Search Elite***, ***Newspaper Source***, and ***Business Source Premier***, as well as exhaustive searches of the Internet, indicates that studies in this arena often do not cover both the economic and social impacts of all three areas of arts, heritage, and culture combined. In general, studies that have surveyed arts and culture have not covered heritage, and vice versa. For instance, a recent report from Georgia measures heritage and culture combined as they relate directly to tourism, but the study is heavily weighted toward the heritage sector.

Some noteworthy exceptions to this general trend are studies in New England (reference [www.creativeeconomy.org](http://www.creativeeconomy.org)) and Wyoming, where there have been analyses of the arts, heritage and culture sectors as industries, as opposed to a more traditional view of these sectors as resources.

A review of economic impact studies of the arts and culture from eight states -- Florida, Kentucky, Louisiana, Nebraska, Ohio, Oregon, Tennessee, and Virginia -- indicate similarities among the reports. Most of these reports were concerned with performance art (e.g., theater, dance) and museum or fine arts collections.

Sponsored by one or more arts organizations, most of these reports were commissioned by local or state arts organizations and were produced by private research firms. Other reports were produced by research centers and universities and represent an alternative to outsourcing this work.

Most studies evaluated the value of arts and cultural resources by investigating total revenues and expenditures and by inferring their impact on the economy as a whole. Reports that were more detailed took into account the economic impacts created by tourists and patrons of the arts and the businesses that supply these organizations.

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Some of the reports utilized financial data taken from statistical databases such as *Guidestar* (financial statistics for non-profit organizations) and/or other public records. Virtually all of the studies utilized voluntary surveys of patrons, administrators, and organizations to form the basis of these eight reports' qualitative data, when such data was included. A few studies included focus groups and phone interviews, further bolstering data taken from the surveys.

#### **Scope:**

The Council's proposed research and planning processes involve several components. This project encompasses not only typical economic impact analysis but also focuses on building and strengthening collaboration in the arts, heritage and culture sectors from the beginning of the planning process.

The Council wishes to measure the arts, heritage and culture sectors in both non-profit and for-profit arenas. Non-profit sectors include -- but are not limited to -- arts organizations, museums, archives, libraries, historic sites, historical societies, festivals, and performing arts companies. For-profit sectors include -- but are not limited to -- for-profit arts galleries, privately owned historic sites and museums, for-profit performing arts venues, promoters, working artists, and their managers and representatives.

In outreach to each of these sectors, particular attention should be paid to community and ethnic groups whose primary focus may not be the arts or heritage, but which in some way, by nature of their constituent services, contribute to the cultural landscape of the State.

We see the project in eight components:

#### **Component 1: Quantitative data gathering and assessment of the economic impact of the non-profit, for-profit and governmental entities in the arts, heritage and culture sectors in the State of Indiana.**

It is expected that the vendor will utilize existing data that has been compiled by businesses, state and national agencies, and other organizations when possible. In addition to typical data derived from public and private financial reports, the Council can assist the vendor in identifying other relevant data sources such as those available through statewide organizations such as the Indiana Arts Commission, the Indiana State Library and the Indiana Humanities Council.

Areas of inquiry would cover expenditures, payroll, numbers of jobs, and other economic activity. Geographic distribution throughout the State should also be plotted.

#### **Component 2: Qualitative data gathering and assessment of the economic, social, and community impact of the arts, heritage and culture sectors in the State of Indiana through twelve regional public forums.**

The purpose of this component is to explore significant issues directly with community leaders and other citizens on the local level. Citizens in general, and business, government and non-profit organization stakeholders in particular, will be invited to participate and provide input into the analysis. In addition to identifying the value the arts, heritage and culture bring to each region, this component is intended to also build collaborative networks for these sectors across the region and the State. Those invited to participate should include -- but not be limited to -- arts, heritage and cultural organization leaders, artists, elected officials, business owners and executives, economic development leaders, and tourism professionals.

In addition to the public forums, the Council may also consider conducting focus groups on the regional level as a preliminary or adjunct step to the forums as a way of defining or clarifying issues.

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## **Component 3: Data gathering and assessment of the built environment for the arts, heritage and culture sectors in the State of Indiana.**

The purpose of Component 3 is to provide an indicator of the built environment for the arts, heritage and cultural sectors. This information can be considered to be a quantitative measure of economic impact and therefore a subcategory of Component 1, but because the methodology for this area of study is significantly different from that which would be used in Component 1, it is listed as a separate component.

## **Component 4: Assessment of the value of collections and other cultural assets of arts, heritage and culture organizations.**

The purpose of the component is to assess a value to the collections and other holdings of organizations, including – but not limited to – art collections, books, and artifacts. This assessment should also acknowledge that what organizations hold of value may be intangible as well as tangible.

## **Component 5: A measure of audience size and community participation.**

This purpose of this component is to quantitatively measure audiences and users of arts, culture and heritage resources, including – but not limited to – attendance at performances, events and festivals and tourist attractions, and usage of arts, culture and heritage resources and collections. Audience demographics should be examined, where appropriate.

## **Component 6: A statistically valid survey of business leaders that examines “quality of life” issues as they impact business decisions.**

An increasingly important value of the arts, heritage and culture sectors being recognized today is that they contribute to “quality of life” amenities that have an impact on economic development in local communities. This survey is intended to assess the level of understanding among business leaders in Indiana of the economic and social value of cultural and educational assets in recruiting and retaining talent and investment and in creating an attractive brand that supports economic growth and opportunity.

## **Component 7: Recommendations for strategic next steps in the collaboration-building process.**

The purpose of Component 7 is to create recommendations that bring together the analyses and information gathered in Components 1 through 6, and identify the next steps in the collaboration-building process.

This component should also include case histories that illustrate local and regional success stories and best practices in the Indiana arts, heritage and culture sectors.

## **Component 8: Communications plan for the public distribution of information gathered in Components 1-7.**

The purpose of this component is to assist the Council with the timely distribution and use of the information gathered through Components 1 through 7.

A communications plan, addressing all phases of the project, will be created. From the initial steps of the project through the release of the final report, the communications plan should address potential audiences and relevant media outlets, and provide press releases and other media tools to distribute information from this plan to the broadest audience. Included should be announcements of meetings and reports, development of publicity materials, related documentation, and follow-up communications.

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**Expectation for Proposal:**

In describing your approach to each component, please delineate the kinds of information you would intend to collect and how you would structure the data gathering and planning processes.

In making a proposal, vendors should not feel limited to the above-outlined scope or descriptions of each component. Where appropriate, vendors are encouraged to elaborate on alternative ways of quantitative and qualitative measurement of these sectors to optimize the outcome of the project.

Your proposal may choose to address all or some of the components. In all cases, we ask that prospective vendors price each of these component tasks separately. In selecting the vendor(s) for this project, special attention will be given to the vendor(s) that has/have demonstrated expertise in understanding the trends, challenges and dynamics in the arts, heritage and culture sectors.

It is expected that proposals will contain projected timelines demonstrating concurrent and sequential tasks. Please include project personnel and fees and expenses (including hourly rates), as well as references and previous relevant experience.

Please submit 10 (ten) copies – in hard copy – of your proposal.

Depending upon individual proposals, pricing, and available funds, the Council reserves the right to conduct all, none or selected component parts of the proposed project at this time with one or more vendors.

**Timetable for Project:**

Deadline for project proposal: **May 27, 2003, 5:00 p.m. EST (Indianapolis time)**

Project awarded (estimated date): **September 1, 2003**

Progress reports delivered: **Interim reports to be delivered throughout the course of the project, using deadlines mutually agreed upon by the Council and the selected vendor(s)**

Final report delivered: **Twelve months after project is awarded**

**Proposals should be submitted to:**

**Indiana Heritage and Culture Council Collaborative Plan Committee  
c/o Indiana Humanities Council  
ATTN: Dr. Scott T. Massey  
1500 North Delaware Street  
Indianapolis, IN 46202  
317/638-1500**

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**Indiana Heritage and Culture Council Web site:**  
[www.in.gov/heritage](http://www.in.gov/heritage)